BI Daagliks - BI Daily

Consumer Countries/Markets

- Wine Intelligence Reports Shop - US Portraits 2018

The US is the most populous wine market in the world with 84 million regular wine drinkers. With a wine market as large as this, it is only natural that consumers display different behaviors and attitudes in the wine category. Our latest US Portraits 2018 report identifies six distinct consumer segments in the US market and describes how they differ from each other in terms of profile and behaviors. Notably, since our last US Portraits report in 2016 some segments have shifted in behaviour, prompting new names and new proportions.

The 2018 US Portraits segments include:
- Engaged Explorers: One of the younger segments, they are the most frequent wine drinkers and the highest spenders, buying from a broad repertoire of wine styles, countries and regions. The most experimental group, actively seeking opportunities to build wine experiences
- Premium Brand Suburbans: Mid to older aged, they are frequent wine drinkers, yet amongst the lowest spenders per bottle, sticking to the wines and brands they know. Their category experience leads them to have the highest wine knowledge of all segments
- Contented Treaters: Mid and older affluent drinkers who are high spenders on wine, yet enjoy wine relatively infrequently. Knowledgeable and involved, who enjoy a broad range of wine types and styles, and are often influenced by a wines origin
- Social Newbies: The youngest wine drinking segment, they drink wine on average twice a week, are mid spenders, with wine not yet fully integrated into their lifestyle. They have limited wine category knowledge yet and rely heavily on recommendations when it comes to buying wine
- Senior Bargain Hunters: The least frequent and one of the oldest wine drinking segments. Time in the category has led to relatively strong wine knowledge, however they still purchase from a narrow repertoire of wine styles and brands, being strongly value driven
- Kitchen Casuals: One of the oldest segments, they are infrequent wine drinkers, with very few consuming wine in the on-premise. They show a limited interest in the wine category, sticking to the narrow range of wines they know

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Global Trends - Wine Industry Key Elements
US: The unstoppable rise of direct-to-consumer wine selling

In 2017, US drinkers spent $2.69bn on 5.78m cases of wine – at an average of about $38.75 per bottle – purchased directly from wineries. That number is expected to top $3bn this year. These 2017 sales figures reflect an amazing 15.5% increase in value and a 15.3% increase in volume from 2016. Today, 10% of total winery sales are DtC, with the percentage much higher for wineries producing less than 50,000 cases. Of the almost 10,000 wineries across the country, 97% fall into this category. For small family wineries, 60% of total sales are DtC on average. For the producer, DtC means much better profit margins, plus access to far-flung consumers not easily reached through the country’s three-tier (producer, wholesaler, retailer) system. Direct contacts also allow wineries to build relationships with buyers to increase repeat sales.

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Other Wine Producing Countries

Prime UK wine locations revealed

Research from the University of East Anglia has identified the prime areas of the UK for producing quality wine. Climate and viticulture experts have identified nearly 35,000 hectares of prime viticultural land for new and expanding vineyards - much of it in Kent, Sussex and East Anglia.

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Comment: Current vineyard area is 2 000 hectares.